

## BUKIT SEMBAWANG TO PREVIEW THE ATELIER, A FREEHOLD IMPECCABLE HOME DESIGNED FOR EXCLUSIVITY & LUXURY FROM 27 FEBRUARY 2021

- *The Atelier is a 120-unit, 22-storey freehold residential development, situated in the prime District 9, Newton.*
- *Designed to be the perfect home for current and future generations, the development comes equipped with thoughtful Smart Home and Community features, as well as large and flexible spaces for work, study and play – both within your own unit and the development.*



***“Independence isn’t a state of mind, its home.”***

*The Atelier redefines living in one of Singapore’s most coveted residential addresses.*

**SINGAPORE, 22 February 2021** – Leading Singapore property developer Bukit Sembawang Estates Limited (“**BSEL**”) will preview its highly-anticipated luxury condominium **The Atelier** this weekend, from Saturday 27 February 2021.

Joining BSEL’s decorated portfolio of signature landed and luxury condominium developments, the 120-unit freehold development at Makeway Avenue boasts a highly sought-after combination of larger living spaces, exclusivity, privacy, and connectivity.

Located in Newton, within the prime District 9, The Atelier's freehold tenure presents buyers with the rare opportunity of owning a home in one of Singapore's most coveted neighbourhoods that can be passed down across generations. Catering to the individual needs of the entire family, The Atelier encompasses the convenience and security of condominium features, as well as thoughtfully designed homes to deliver privacy and exclusivity, all a stone's throw away from Singapore's most popular shopping and entertainment destinations in Orchard, as well as renowned educational institutions off Bukit Timah Road. A home situated amidst well-known educational institutions, The Atelier is located approximately 1km of schools such as Anglo-Chinese School (Junior) and Anglo-Chinese School (Barker Road) and St. Joseph's Institution Junior.

***Ms Ho Jenny, General Manager (Marketing) said, "Bukit Sembawang is guided by the philosophy of developing quality homes that not only serve the needs and desires of today's homeowners, but also stand the test of time as their lifestyles and needs evolve. The Atelier, is a freehold development that sets the stage for a legacy that families can pass down for many generations of high-quality living. The home promises homeowners the luxury of space, an exclusive haven within the heart of Singapore, and most importantly, a safer and more intelligent way of living.***

*The past year has emphasized the importance of a conducive home environment, as well as the value of social interactions amid safe distancing measures. As many work and study arrangements continue from home in this new normal, we believe that The Atelier goes above and beyond in providing a unique, bespoke home and lifestyle for all homebuyers and their families."*

Embodying the distinguished persona of The Atelier are the premium matt black sanitary fittings by renowned luxury Italian brand - Gessi. Each home also comes equipped with German sanitary wares from Villeroy & Boch and premium French kitchen appliances from De Dietrich. Designed to complement the artful architecture of the development, every unit represents an exclusive and private retreat for homeowners to return to.

The luxury development is a single freehold residential tower consisting of 120 exclusive units. The unit mix comprises one to four-bedders, ranging from 549 sq ft to 1,496 sq ft. The prices of one-bedroom units start from S\$1.51mil, two-bedroom units from S\$2.48mil, three-bedroom units from S\$3.12mil, and four-bedroom units from S\$4.38mil. The estimated date of vacant possession is in Q1 2024.

**Thoughtful Design, Inclusive Spaces and Holistic Facilities that cater to your priorities**



*The Atelier features spectacular spaces that accommodate a range of functions.  
Pictured here: Bistro Dining at Immerse @ 6<sup>th</sup> storey of the development.*

With future homes set to be living spaces that effectively meld the needs of hybrid work arrangements, and rest and recreation, The Atelier is designed to provide residents the luxury of choice and flexibility, from the comforts of their own private space.

A selection of functional, spacious and meticulously designed facilities has been incorporated to serve the differing needs and lifestyles of homeowners, their families, and social activities. These spaces are spread across three landscaped decks – *Indulge @ 1<sup>st</sup>, Immerse @ 6<sup>th</sup> and Inspire @ 18<sup>th</sup> storeys*, featuring a suite of lifestyle facilities set against lush greenery and panoramic views of the city skyline.



*Residents will have a range of multi-functional spaces to choose from to accommodate hybrid work arrangements, as well as leisure and social activities.*

*Pictured here: Study pods at Inspire @18<sup>th</sup> storey of the development.*

A premium selection of conducive and flexible spaces has been designed to cater to residents who are working or studying from home, or simply desire a comfortable space to unwind. *Inspire @ 18<sup>th</sup>* storey includes special study zones, called Study Pods, that have been crafted for a customized work and learning experience. Doubling up as another option for remote work or study arrangements, or the hosting of social gatherings, is the Atelier Clubhouse at 18<sup>th</sup> storey. Complete with lounge services and refreshments, high-end kitchen appliances and large dining spaces, the clubhouse offers residents the perfect space for a variety of functions.

### **Uncompromising provisions for smarter, safer and more personalised living**

Setting a new benchmark for smarter and more enjoyable living, *Smart Home and Smart Community Living* features have been integrated in The Atelier to deliver a more convenient, accessible and enjoyable home environment for residents. The holistic suite of features has been conceptualized with the convenience and safety of residents in mind, limiting physical contact at high-traffic points. Lift lobbies, for instance, will be equipped with face recognition and contactless wave buttons, allowing residents to enter and exit their homes with a greater peace of mind. In addition, they can call their mobile app, including smart parcel boxes and letterboxes, as well as fuss-free visitor access via tailored invites and car plate recognition.

Designed to be a home that seamlessly integrates with the busy and hyperconnected lifestyles of homeowners, every home at The Atelier also comes equipped with a suite of *Smart Home* features. These includes a digital lock set; aircon, lighting, and water heater control; and smoke detector – all conveniently housed within one mobile app to enable a smarter, safer and more connected way of living.

The Atelier exemplifies Bukit Sembawang's enduring commitment to developing high-quality homes, designed for the discerning buyer.

### **Launch details**

The sales gallery is located at 2 Makeway Avenue, and is exclusively open for preview by appointment only. The official sales launch for The Atelier will commence on 13 March, Saturday.

For enquiries, please visit [www.bsel.sg/TheAtelier](http://www.bsel.sg/TheAtelier) or call 88000333 /85000333.

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For more information on The Atelier, please visit: [www.bsel.sg/TheAtelier](http://www.bsel.sg/TheAtelier)

### **Appendix A: Precautionary measures for COVID-19**

A range of safe distancing measures have been implemented at the show gallery to protect the safety and well-being of staff, agents, and visitors.

All viewings are strictly by private appointment basis. The appointments will be scheduled to ensure sufficient buffer time between each appointment to ensure that the overall capacity at the show gallery is within the approved parameters.

All individuals entering the show gallery will need to check in with the use of Safe-Entry for contact tracing. Other on-site measures include temperature screenings for visitors, regular cleaning, safe distancing markers to ensure at least a 1m distance between groups, and hand sanitizers at high traffic entry and exit points. All visitors are required to wear mask at all times.

Entry will be denied to any person who is not wearing a mask, refuse to register, has a fever or unwell, currently under quarantine order or stay home notice, or have close contact with a confirmed Covid-19 case in the past 14 days.

## **About Bukit Sembawang Estates Limited**

Bukit Sembawang Group started developing landed properties in the 1950s and was incorporated in Singapore in 1967. It is one of the pioneer companies that obtained public-listing on SGX Mainboard in 1968. The Group focuses on property development, investment and other property-related activities.

As a leading and experienced property developer, we are committed to designing and building fine quality homes that satisfy the aspirations and lifestyles of our customers, for generations to come.

For over half a century, Bukit Sembawang Group has built many of Singapore's renowned and established residential developments comprising landed homes, private condominiums and apartments.

We value every customer, every family, and we shall remain dedicated to creating quality homes that property owners will love, cherish and appreciate — for generation after generation.

Our widely acclaimed portfolios of high-end private condominiums and apartments include completed projects such as Parc Mondrian, Verdure, Paterson Suites, The Vermont on Cairnhill, Skyline Residences, Paterson Collection, Watercove, Nim Collection Phase 1 & 2 and Luxus Hills Phase 1 to 7, Luxus Hills Signature and Contemporary Collection.

### **Our Mission Statement – Building Quality Homes for Every Generation**

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